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## *Memorandum*

TO: BATA Oversight Committee

DATE: September 3, 2014

FR: Executive Director

W. I. 1252

RE: Contract – FasTrak<sup>®</sup> Customer Information Services – OneWorld Communications, Inc. (\$200,000)

This item would authorize a contract with OneWorld Communications, Inc. (OneWorld Communications) in an amount not to exceed \$200,000 to provide customer information services for the FasTrak<sup>®</sup> program. The initial period of performance for this contract shall extend through June 2015. At BATA's sole option, the contract may be renewed for up to two additional years in one-year increments, subject to approval of future BATA budgets.

### **Background**

FasTrak<sup>®</sup> must maintain contact with customers to communicate offerings and changes to program policies, such as toll rate changes, new services and locations, and service alerts. In the coming year, the FasTrak<sup>®</sup> program plans to communicate information regarding the implementation of the new FasTrak<sup>®</sup> website, the availability and use of a new switchable toll tag, and general service information. Customer information services for FasTrak<sup>®</sup> have been provided for the past three years under a single contract which is set to expire September 30, 2014. In anticipation of the contract expiration, a contract to continue the on-going customer education and communication services of the FasTrak<sup>®</sup> program is needed.

### **Consultant Selection**

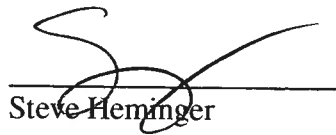
At the MTC Operations Committee meeting on July 11, 2014, a pre-qualified bench of consultants was approved to provide consultant support for customer information services for operational programs, including FasTrak<sup>®</sup>, Clipper<sup>®</sup>, and the Bay Area Express Lanes Network.

On July 31, 2014, BATA invited firms on the bench in the prequalified areas of Strategic Planning, Creative Development and Online Services to submit proposals for the following tasks: (1) contract administration; (2) develop customer communications plan for the FasTrak<sup>®</sup> operating system update and new website launch; (3) implement strategies identified in the customer communications plan; and (4) provide ongoing support to the FasTrak<sup>®</sup> website and social media page.

BATA received responses from the following two firms: OneWorld Communications and Sidecar. Staff identified OneWorld Communications, a local firm, as the most qualified to provide the services BATA is seeking under this contract. It has extensive experience in customer communications and education, strategic planning, graphic design, web design, social marketing, and multimedia production. OneWorld Communications provides a broad depth of staff and resources, a strong project understanding, and effective approaches to project delivery and quality assurance. In addition, its hourly rates are reasonable. Sidecar also produced a very competitive proposal with slightly lower hourly rates, but OneWorld's depth of available staff resources and fully developed approach were better suited for the short term need to prepare a customer communications plan by the November 2014 launch of the new FasTrak<sup>®</sup> website.

### **Recommendation**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract with One World Communications in an amount not to exceed \$200,000 for FasTrak<sup>®</sup> Customer Information Services for an initial contract period through June 2015, with an option to extend annually for up to two additional years, subject to the approval of future BATA budgets.



Steve Heminger

SH:sc

## REQUEST FOR AUTHORITY APPROVAL

### Summary of Proposed Contract

Work Item No.:	1252
Consultant:	OneWorld Communications, Inc., San Francisco, CA
Work Project Title:	FasTrak <sup>®</sup> Customer Information Services
Purpose of Project:	Customer Information Services
Brief Scope of Work:	Consultant assistance in the areas of Strategic Planning, Creative Development and Online Services for the FasTrak <sup>®</sup> program
Project Cost Not to Exceed:	\$200,000
Funding Source:	BATA Operating Budget
Fiscal Impact:	Funds are included in the FY 2014-15 BATA Operating Budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with OneWorld Communications, Inc. for consultant assistance for customer information services as described above and in the Executive Director's memorandum dated September 3, 2014, and the Chief Financial Officer is directed to set aside funds in the amount of \$200,000 for such contract.
BATA Oversight Committee:	<hr/> Bill Dodd, Chair
Approved:	Date: September 10, 2014